

English Translation Strategies in College Teaching in the Era of Big Data

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Abstract: *English is an important language for international communication, and our time is the era of big data. In the era of big data, a large amount of English information is constantly emerging. College students must have high English translation ability to analyze and process mountains of English information in a short time, to better adapt to the times and better realize their self-worth. This puts forward higher requirements for College English translation teaching. Therefore, we should carefully study the teaching strategies of College English translation in the context of the era of big data. This paper will discuss this issue.*

Keywords: *Big data era; Colleges and universities; English teaching; English translation; Strategy*

1. Introduction

The main task of College English translation teaching is to cultivate students' English translation ability. College English translation teaching must be adjusted and changed with the development of the times and the changes in social life. In the era of big data, College English translation teaching must pay attention to the characteristics of the times, master the basic requirements of the era of big data, and make appropriate adjustments to teaching strategies. Only in this way can we further cultivate and improve students' English translation ability and then improve the quality and level of College English translation teaching.

2. English communication presents new characteristics in the era of big data

In the 16th century, Britain took the lead in entering the Age of Discovery; In the middle of the 19th century, Britain leaped into the industrial era and exported goods and industrial technology to the world. English has developed into a world language as British people immigrated to other countries all over the world. Driven by Britain's export industrialization, English-speaking countries (including the United States, Canada, Australia and New Zealand) have successively become developed countries. At the beginning of the 21st century, the United States created Internet technology, prompting the world into the Internet era. With the development of the Internet, all kinds of language information, data information, picture information and video information on the network have exploded. The growth rate of network information continues to accelerate, and the network information flow continues to expand with time. To describe this phenomenon, New York Times published an editorial in 2012, arguing that human society has entered the era of big data^[1]. Since then, experts and scholars all over the world have generally accepted the concept of "big data".

The era of big data is a concept of time. Informatics experts believe that since the 1980s, human society has entered the information age; At the beginning of the 21st century, human society entered the network era from the information age; Since 2010, human society has entered the era of big data from the Internet era. A major feature of the big data era is the rapid growth of the total amount of data. It is estimated that from 2.5 million years ago to 2012, the total amount of data generated by human society is about 200PB; In 2018, the total amount of new data in the world reached 33ZB (equivalent to 33 × 1024PB). In 2021, the world's total amount of new data will exceed 60ZB.

In the era of big data, the role of English has become more important (more than 80% of the information on the Internet is in English, and all the world's top academic documents are in English). In the era of big data, English communication also presents new characteristics. First of all, the amount of information exchanged in English has increased dramatically. According to statistics, more than a

500million English tweets are sent on Twitter every day, and more than 4 million GB of data are generated on meta (renamed "meta" by Facebook in 2021). Therefore, there is every reason to believe that in the era of big data, the amount of information exchanged in English will continue to grow at a high speed. Second of all, the information exchanged in English has become diversified. In the past, people mainly used spoken English and written English to communicate with each other. While in the era of big data, people produce a large number of English tweets, English mobile text messages, English audio and English video every day. Therefore, the information exchanged in English is becoming diversified. Third of all, English communication pays more attention to effectiveness. In the era of big data, English information is emerging rapidly, but tons of English information lacks use value ^[2] Moreover, processing a large amount of English information requires a lot of time. Therefore, in the era of big data, English communication must pay attention to effectiveness. People must quickly grasp valuable and important English information in a short time and quickly complete English effective mutual communication.

3. Relationship between big data and College English translation teaching strategies

English translation teaching, which aims to cultivate students' English-Chinese bilingual translation ability, is an important part of College English teaching. But for a long time, English translation teaching has not received due attention, and the English translation teaching mode is relatively old that teachers use old unified textbooks in class, provide students with an English essay, and require students to translate. Students spend a long time in translation (and students rarely get help from other students in the translation process). After students finish the translation, the teacher points out the problems existing in students' translation versions. The whole translation teaching process is relatively dull, and students have no initiative in learning. Therefore, this old teaching model is difficult to improve students' translation ability. ^[3] Nowadays, the era of big data, which puts forward new and higher requirements for College English teaching, especially English translation teaching has come. Therefore, we should carefully study English translation teaching strategies in the era of big data.

3.1 Constructing a new translation teaching model

We believe that a teacher-centered teaching model is implemented in traditional college English translation teaching. In the era of big data, the two-way relationship between people is becoming equal and flat. Everyone can become the subject of English communication and occupy the central position of English communication ^[4]. Therefore, English teachers must adapt to the requirements of the era of big data and actively build a new translation teaching model, that is, a multicenter teaching model. The so-called multicenter teaching mode refers to the equal relationship between teachers and students. Teachers and students both are centers of teaching activities. In the teaching process, teachers play the role of guides and promote students to actively learn translation knowledge. Students should give full play to their main role, actively interact with teachers and other students, learn and master translation knowledge and skills in the process of interaction, and learn to use these translation skills.

3.2 Innovating translation teaching methods based on the content of translation teaching

In the era of big data, the interests and hobbies of college students have also changed significantly. Many students like to surf the Internet. They watch American dramas, listen to English songs, learn about British and American celebrities and grasp gossip about stars on the Internet. Teachers can innovate translation teaching methods based on students' interests and hobbies, combined with the content of translation teaching. Specifically, teachers can take the following steps.

3.2.1 Constructing an English translation teaching platform on the intranet of colleges and universities

Build an English translation teaching platform on the intranet of colleges and universities, collect students' information through the platform, and get to know their favorite English content. Then, based on students' hobbies, teachers can publish all kinds of English information that students may like (it should be emphasized here: ① the English information published on the English translation teaching platform must be pure English information and cannot contain any Chinese; ② teachers should carefully study each piece of English information and evaluate the difficulty of reading the English information, which should not be published too difficult or too easy. ^[5]). Teachers organize advanced students to translate the English information published on the platform and require advanced students to

give appropriate help to other students. In this way, students can be guided to engage in translation activities, so as to train students' English translation skills.

3.2.2 Teachers should pay close attention to students' translation

When students encounter difficulties in the process of translation, teachers should take the initiative to help. Teachers should introduce students to the various stages of the translation process (including understanding, expression, and revision), the basic requirements of translation (faithfulness, elegance, and expressiveness), and the basic methods of translation (including foreignization and domestication). In this way, students can quickly master many translation skills and put them into practice, to effectively improve their translation ability.

After the students finish the translation, the teacher should check the students' translation content, evaluate whether the students have carried out accurate free translation, and check whether the students have grammatical errors, a mistranslation of parts of speech, inappropriate expression, blunt literal translation and other obvious errors in the translation. Teachers can also organize students and ask them to check each other's translation content for errors. In this way, it can not only reduce the workload of teachers but also train students' ability of translation and error correction.

3.2.3 Application of English translation teaching platform

Teachers publish Chinese articles on the English translation teaching platform (you can consider publishing ancient Chinese poetry, short articles about Chinese traditional culture, and some short ancient articles). Ask students to try to translate them into English. After that, organize students to study the cultural differences between English articles and Chinese articles. In this way, students can be guided to master the language comparison rules of translation and consolidate students' Chinese foundation to further improve students' bilingual translation ability.

4. Conclusions

To sum up, after 2012, the society entered the era of big data. In the era of big data, the amount of information exchanged in English continues to grow rapidly. The information exchanged in English has become diversified, and English communication has become more pragmatic. In the era of big data, students must have strong English translation skills and learn to translate important English information quickly in a short time. The traditional college English translation teaching model is difficult to improve students' English translation ability. Therefore, we should deeply study the era of big data and innovate English translation teaching based on the characteristics of English communication in the era of big data to improve the level of English translation teaching.

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